

Revision  
Credited NA  
MG on 36935

# ORDER



Orders  
Order / Rev: 36865  
Alt Order #:  
Product Desc:  
Estimate:  
Flight Dates: 10/24/12 - 10/27/12  
Original Date / Rev: 10/31/12 / 10/31/12  
Order Type: GENERAL

WTVF  
Primary AE: Political Political  
Sales Office: WTVF  
Sales Region: Local

Agency Name: Fletcher & Rowley, Inc-TN  
Buying Contact:  
Billing Contact:  
1720 West End Avenue, Suite 630  
Nashville, TN 37203

Billing Type: Cash  
Billing Calendar: Calendar  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Eric Stewart for Congress  
Demographic: A25-54  
Product Codes: PO01  
Priority: P5  
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13  
Order Separation: 00:30:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/27/12	9	\$6,275.00	\$5,333.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$6,275.00	\$5,333.75	0.00
Totals	9	\$6,275.00	\$5,333.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	10/24/12	10/25/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---1---	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	---1---			1		\$525.00	0.00					
2	WTVF	10/24/12	10/25/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	--11---	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	--11---			2		\$400.00	0.00					
3	WTVF	10/24/12	10/25/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p	--1----	:30	1	\$400.00	P4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	--1----			1		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTVF	10/22/12-10/28/12		M-F 4p-430p		4p-430p	--W-----	:30		<del>(\$400.00)</del>		0.00	NM		
See MG 3.2 [NTA will not clear w-f for that rate jh ]															
2	WTVF	10/27/12-10/27/12		Sat 630p-7p		630p-7p	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
Ⓜ Credited															
4	WTVF	10/24/12	10/25/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p	--11---	:30	2	\$625.00	P4	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/22/12	10/28/12	--11---			2		\$625.00	0.00					
5	WTVF	10/24/12	10/25/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p (6:00 PM-6:30 PM)	--11---	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00

Order / Rev: 36865  
 Alt Order #:  
 Flight Dates: 10/24/12 - 10/27/12

Advertiser: Eric Stewart for Congress  
 Product Desc:  
 Estimate:

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WTVF	10/24/12	10/25/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p (6:00 PM-6:30 PM)	--11---	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	--11---		2		\$750.00		0.00					
6	WTVF	10/24/12	10/25/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p	--11---	:30	2	\$1,100.00	P4	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	--11---		2		\$1,100.00		0.00					
Totals														9	\$6,275.00

## Chrissy Luther

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**From:** Denise Lawrence <deniselawrence@comcast.net>  
**Sent:** Wednesday, October 31, 2012 1:16 PM  
**To:** Kiley Murphy  
**Cc:** Kati Bumgardner (kati@fletcherrowley.com); Chrissy Luther  
**Subject:** Re: mgs.xlsx

I'm good with all of those MGs

Thanks!

Denise Lawrence  
Media Placement  
Fletcher Rowley Consulting  
1720 West End Avenue  
Suite 630  
Nashville, TN 37203  
[deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)  
[www.fletcherrowley.com](http://www.fletcherrowley.com)

615-419-2271 (Direct)  
615-329-9559 (O)  
615-329-9633 (F)

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**From:** "Kiley Murphy" <[kmurphy@newschannel5.com](mailto:kmurphy@newschannel5.com)>  
**To:** "Denise Lawrence ([deniselawrence@comcast.net](mailto:deniselawrence@comcast.net))" <[deniselawrence@comcast.net](mailto:deniselawrence@comcast.net)>  
**Cc:** "Kati Bumgardner ([kati@fletcherrowley.com](mailto:kati@fletcherrowley.com))" <[kati@fletcherrowley.com](mailto:kati@fletcherrowley.com)>, "Chrissy Luther" <[cluther@newschannel5.com](mailto:cluther@newschannel5.com)>  
**Sent:** Wednesday, October 31, 2012 1:09:21 PM  
**Subject:** mgs.xlsx

Now that the dust has settled... have few MGs. See attached with offers.  
Thanks!!

36869

WTVF (CBS) 5 - NASHVILLE  
 ERIC STEWART FOR CONGRESS - TN4  
 Week 2: 10/24-10/26 (Wed-Thu)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 3rd QTR CARD						
PROGRAM	DAYPART	Tue 10/23	Wed 10/24	Thu 10/25	SPOTS	COST/SPOT
M-F MORNING REPORT	5-6A				0	\$300.00
M-F MORNING REPORT	6-7A		X	1	1	\$525.00
M-F NEWS CH5 THIS MORN	7-8A		1	1	2	\$400.00
M-F NEWSCHANNEL 5 @ 4	4-4:30P		1	X	1	\$400.00
M-F 5P REPORT	5-5:30P		1	1	2	\$625.00
M-F 6P REPORT	6-6:30P		1	1	2	\$750.00
M-SU 10P REPORT	10-10:35P		1	1	2	\$1,100.00
<b>GROSS</b>					<b>10</b>	<b>\$6,675.00</b>
AGENCY DISCOUNT (-15%)						\$1,001.25
<b>NET TO STATION</b>						<b>\$5,673.75</b>

STEWARTE1206H "Stewart Values" 100%

Friends of Eric Stewart  
 500 DINAH SHORE BLVD  
 WINCHESTER, TN 37398  
 Treasurer: Jacob Dawes Dunavant

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WTVF	<b>Date:</b> 10/22
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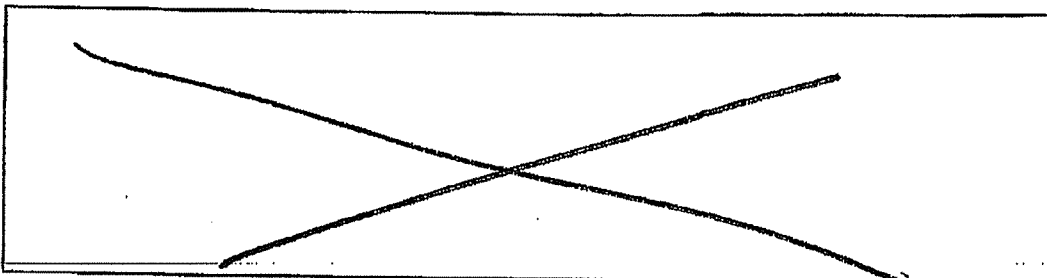
I, Kati Bumgardner,  
 being/on behalf of: Eric Stewart, a legally  
 qualified candidate of the Democrat political  
 party for the office of: US Congress - TN 4  
 in the General  
 election to be held on: 11/6/12  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:**

\$ 6675.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:



I represent that the payment for the above described broadcast time has been furnished by:

\_\_\_\_\_ and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jacob Dawes Dunavant

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

10/22 Katipungzner  
Date Signature

**To Be Signed By Station Representative**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title